

**WHAT IS CLAIMED IS:**

1. Software for use on a client device that is configured for communications with at least one remote source of advertisements via a communications network, comprising:

an advertisement download function that downloads advertisements from the at least one remote source, during one or more advertisement download sessions;

an advertisement storage function that stores the downloaded advertisements on a storage medium associated with the client device;

an advertisement display function that effects display of at least selected ones of the stored advertisements on a display associated with the client device;

an audit function that compiles a plurality of categories of audit data regarding activities of the user and/or client device during a prescribed audit interval;

an audit data transmit function that transmits one or more categories of the audit data to a prescribed server system, wherein:

the audit data transmit function generates a send audit data display window that requests the user's permission to transmit each category of the audit data to the prescribed server system; and

the audit data transmit function transmits only the category(ies) of the audit data for which the user has granted permission to transmit.

2. The software as set forth in Claim 1, wherein the audit data is maintained as a log that is rotated at prescribed rollover intervals.

3. The software as set forth in Claim 2, wherein the prescribed rollover intervals correspond to the prescribed audit intervals.

4. The software as set forth in Claim 1, wherein the audit data transmit function is activated in response to a send audit data request transmitted by the prescribed server system.

5. The software as set forth in Claim 4, wherein:

the prescribed server system includes an auditing manager function; and

the auditing manager function generates the send audit data request in accordance with a client auditing policy under which send audit data requests are transmitted to a statistical sampling of a population of client devices, at prescribed times.

6. The software as set forth in Claim 4, wherein:

the prescribed server system includes an auditing manager function; and

the auditing manager function generates the send audit data request in accordance with a client auditing policy under which send audit data requests are transmitted to random ones of a population of client devices, at prescribed times.

7. The software as set forth in Claim 1, wherein the prescribed server system and the at least one remote source are components of an advertisement distribution server system.

8. The software as set forth in Claim 7, wherein the advertisement distribution server system is managed by a producer of the software.

9. The software as set forth in Claim 7, wherein the advertisement distribution server system is managed by a distributor of the software.

10. The software as set forth in Claim 1, wherein the communications network is the Internet.

11. The software as set forth in Claim 1, wherein the software is e-mail software.

12. The software as set forth in Claim 1, wherein the audit data comprises at least two of the following categories of audit data:

software usage data reflecting features of the software used by the user during the prescribed audit interval;

ad-related statistical data relating to the downloaded advertisements, wherein the ad-related statistical data includes display event-related data regarding advertisements that were displayed during the prescribed audit interval;

user demographic data; and  
settings selected by the user during the prescribed audit interval.

13. The software as set forth in Claim 1, further comprising an installer function for installing the software on a computer-readable storage medium.

14. The software as set forth in Claim 1, further comprising an installer function for installing the software on the client device.

15. The software as set forth in Claim 1, further comprising an installer function for installing the software on a computer-readable storage medium associated with the client device.

16. The software as set forth in Claim 1, wherein the advertisement display function effects display of the at least selected ones of the stored advertisements when the client device is offline.

17. The software as set forth in Claim 1, wherein the advertisement display function effects display of the at least selected ones of the stored advertisements while the user is composing and/or reading e-mail messages.

18. The software as set forth in Claim 1, wherein the audit data transmit function is activated randomly.

19. The software as set forth in Claim 1, wherein the audit data transmit function is activated at random times.